

Presented at a  
MedComms Networking Event,  
6 October 2016  
[www.MedCommsNetworking.com](http://www.MedCommsNetworking.com)

# WG Access - how does Market Access relate to MedComms and how do we do it?

- 1 What is market access and how do we do it?
  - 2 Why might you like a career in market access?
  - 3 The market access writer
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What is market access and how do we do it?

# What is MedComms?

Communication of medical/scientific/economic information to decision makers – healthcare professionals, patients & payers – most often around a particular disease or a specific drug, and generally on behalf of a pharmaceutical or medical device company

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# What is market access?

The **process** that ensures that appropriate patients who would **benefit** from treatment, get **rapid** and **maintained access** to that treatment at the **right price**

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# What is market access?

- Internal; e.g. R&D investment decisions, trial design
- External; e.g. Health technology assessment, formulary inclusion

- Improved health outcomes, e.g. improved survival, reduction in risk of stroke
- Improved quality of life

The **process** that ensures that appropriate patients who would **benefit** from treatment, get **rapid** and **maintained access** to that treatment at the **right price**

Delays impact on patient and the provider, e.g. hospital

- Off patent/ generics
- Changes in indication/ formulation

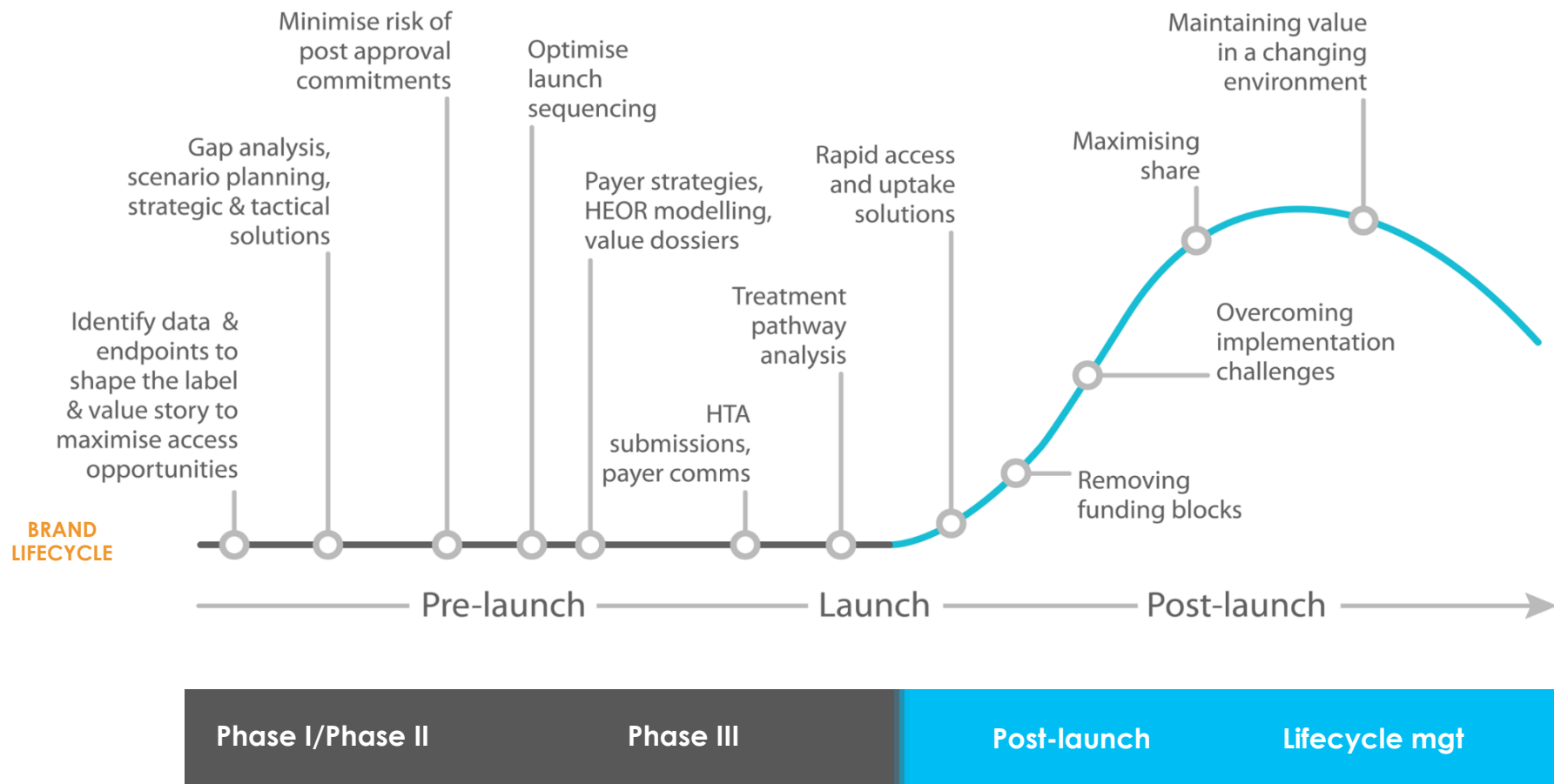
- Cost-effectiveness
- Willingness to pay

# What does a market access agency do?

- Advises pharmaceutical & medical device companies on how to optimise the market access opportunities for their products
    - Educating and informing decision makers about the health and cost benefits of new & existing therapies, **supported by clinical and economic data**
    - Internal & external communications
    - Scientific and commercial communications
    - Variety of formats and media
      - >> Word documents, PowerPoint presentations, Excel spreadsheets, design and programming software
      - >> Printed materials, electronic documents, web-based, iPad
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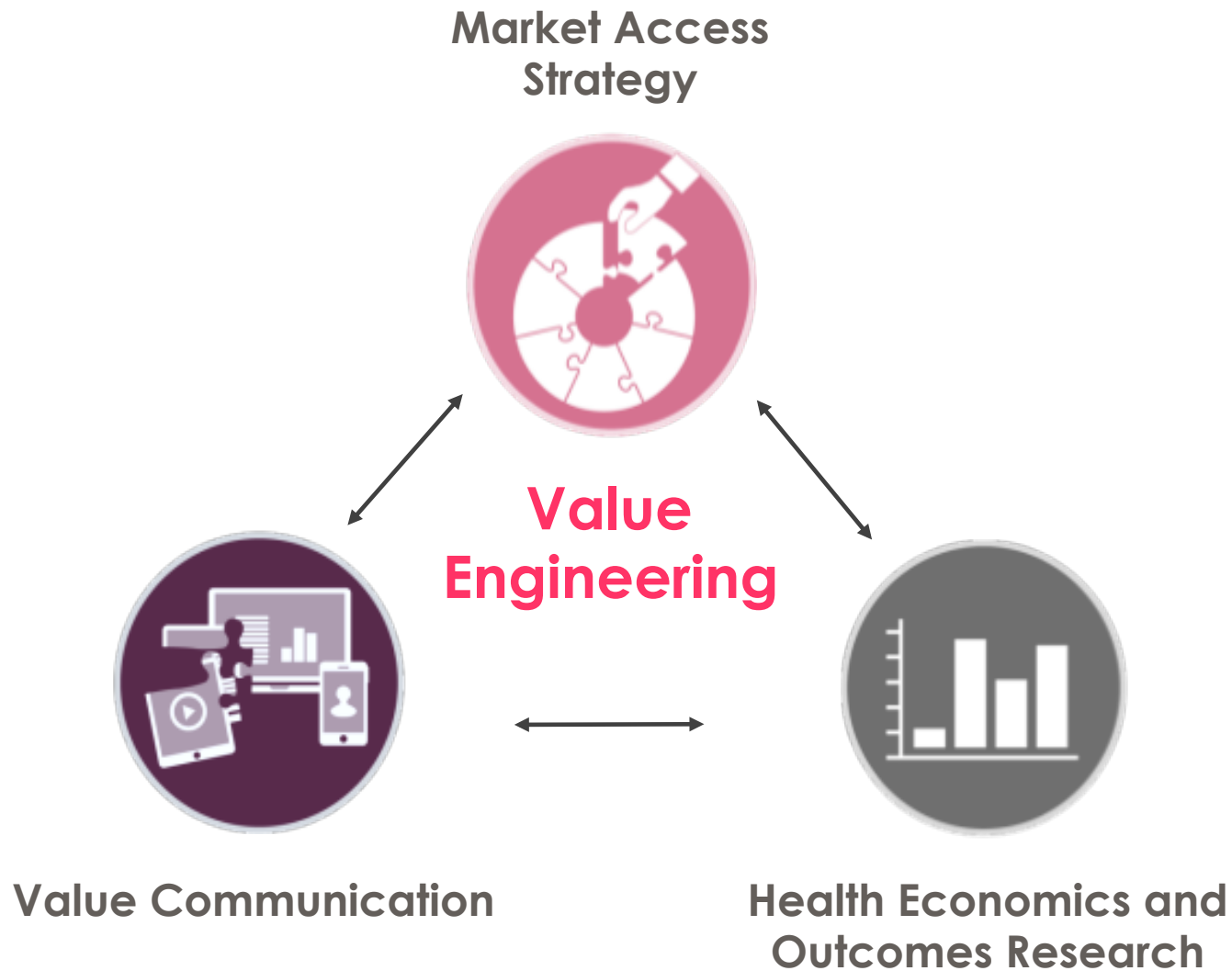
# What does a market access agency do?

integrated strategic support  
across the lifecycle





# Market access: evidence generation, strategy and communication



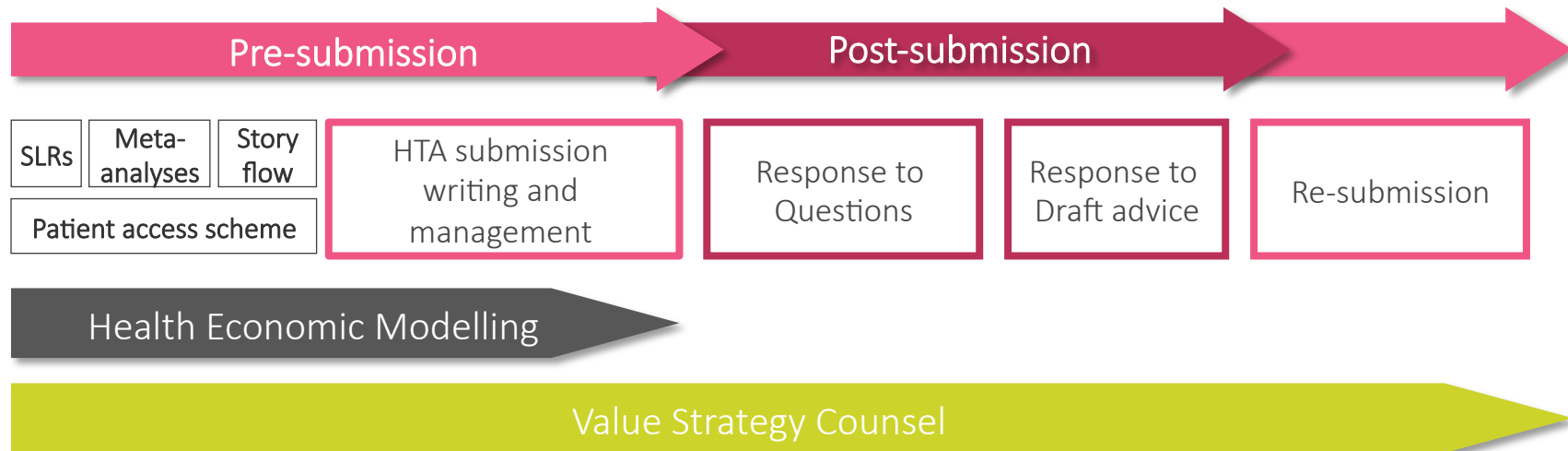
# An example: Health technology assessment

**NICE** National Institute for Health and Care Excellence

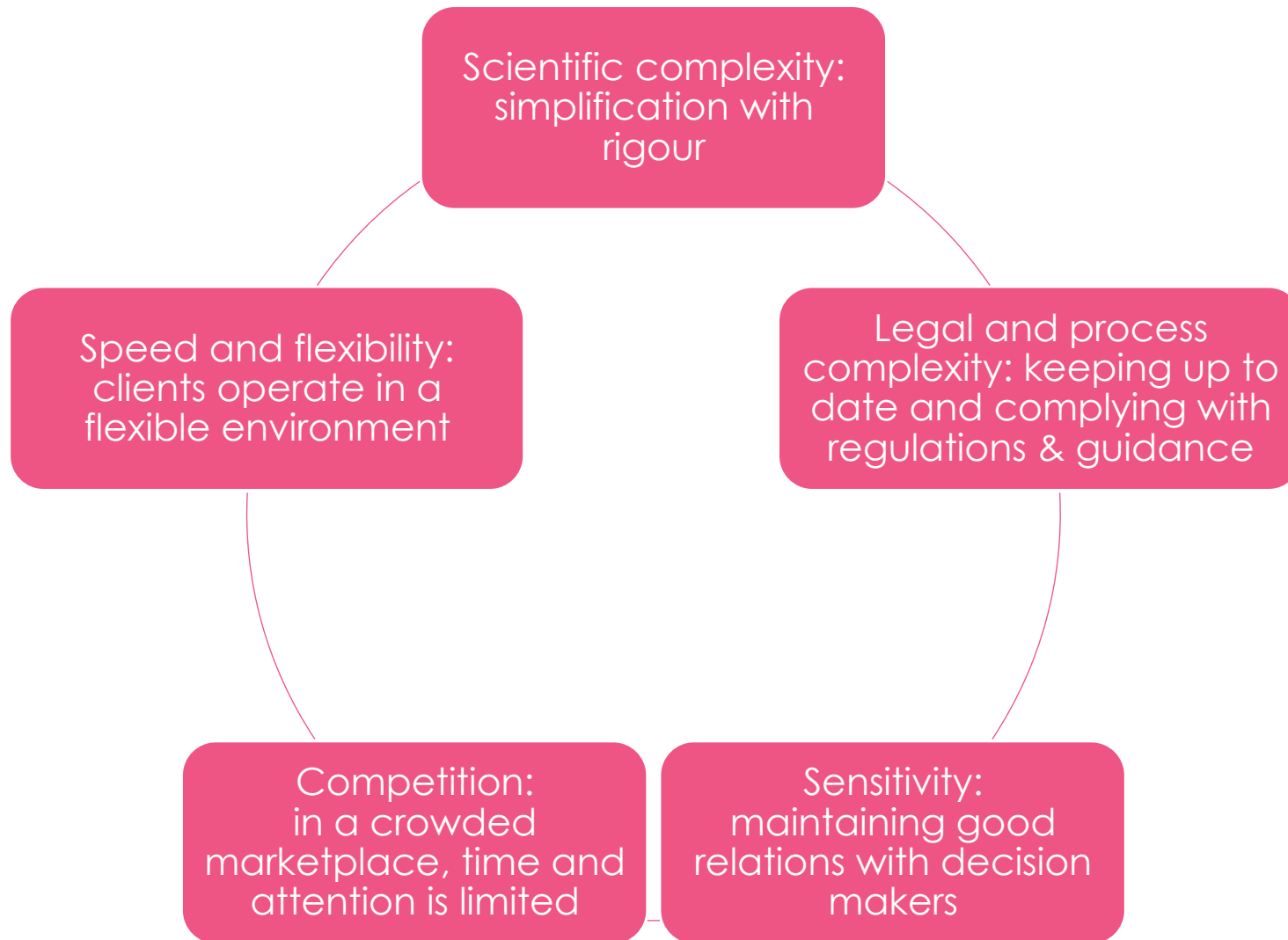
Scottish Medicines Consortium

All Wales Medicines Strategy Group  
Grŵp Strategaeth Meddyginiaethau Cymru Gyfan

**National Centre for Pharmacoeconomics**  
NCPE Ireland



# Challenges



# What does that all mean for market access writing?

Communication of medical/scientific/economic information to decision makers – healthcare professionals, patients & payers – most often around a particular disease or a specific drug, and generally on behalf of a pharmaceutical or medical device company

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# What makes WG different?



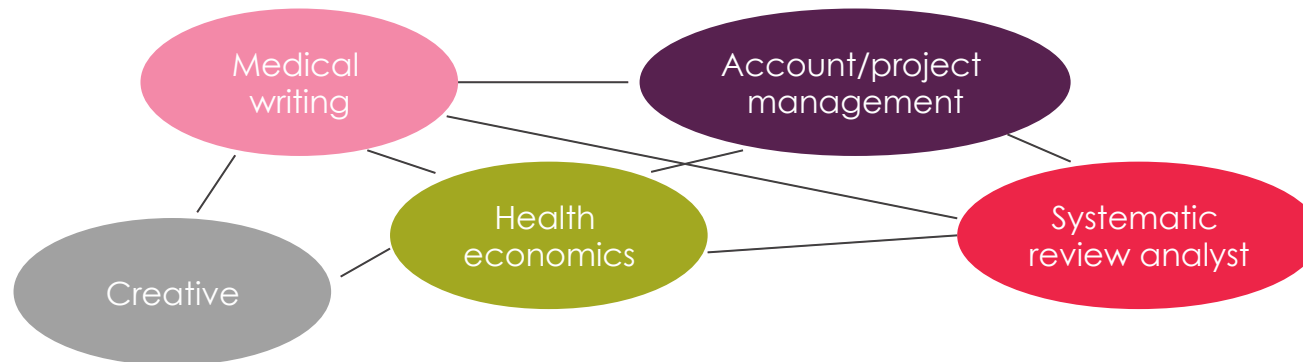
- A truly joined up team
  - Multi-disciplinary working
  - Part of Grey Healthcare Group which is in turn part of the WPP network of agencies - we have access to extensive resources
  - Our London office includes:
    - **WG Access**
    - **Darwin:** our medical education team,
    - **Grey Healthcare London:** our advertising team,
    - **GCI group:** our PR experts
  - When we pitch to prospective clients, we handpick the individuals from these and our other sister agencies (such as those with digital expertise or those with local market knowledge) so that we can offer the expertise they need
  - A very collaborative environment



Why might you like a career in market access?

# Why might you want to join a market access agency?

- Broad experience to be gained...
  - Opportunity to work in a wide range of therapy areas
  - Opportunity to work across multiple disciplines
  - Opportunity to work with global experts in their field
- Multi-disciplinary
  - Possibilities for a change in direction within agency



- Travel
  - Fast-paced, challenging and never dull!
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# Training

Within WG, we offer opportunities for training, these might be:

- Formal training arranged with external experts
  - Presentation training
  - Negotiation skills training
  - Code of practice training (ABPI, EFPIA)
- Mentoring – on-going training from colleagues
- Internal training – offered by colleagues, these might be:
  - Lunch and learn-style sessions
  - Challenge ‘surgeries’ to share best practice

**WG offer tailored training opportunities in line with personal objectives**

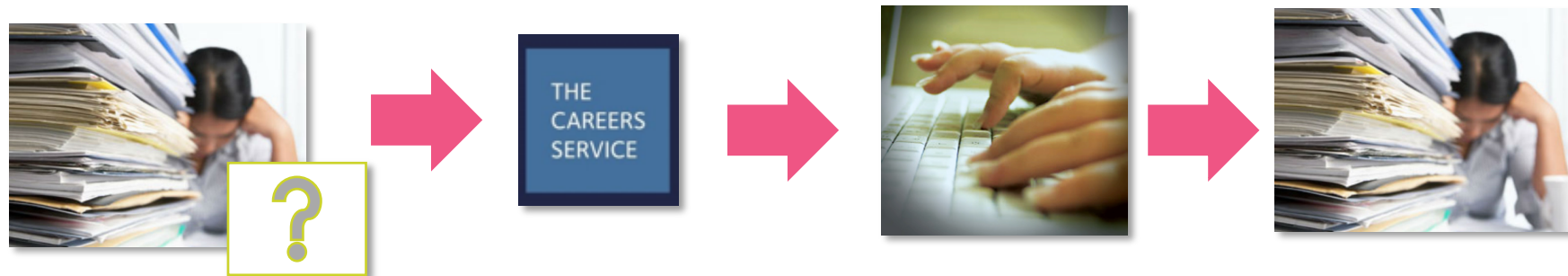
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The Market Access Writer

# My route into market access



- PhD in Biochemistry
- Worked in medical research

- Discovered that the medical communications industry existed

- Got a job as a researcher for a market access agency

- Changed roles to a market access writer
- Progressed through to Principal Medical Writer
- Now Scientific Advisor

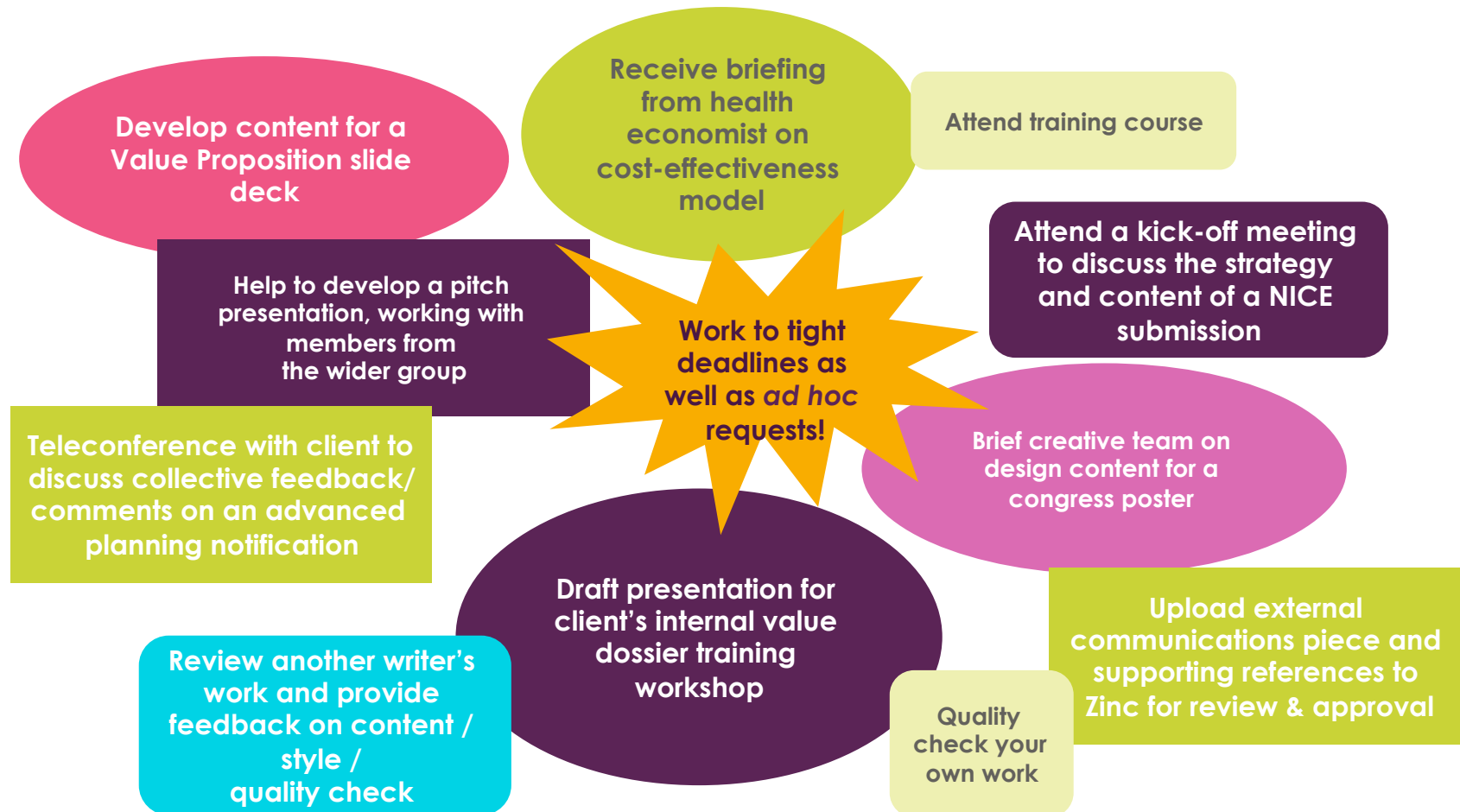


# A typical day for a market access writer

...there isn't one!



# A typical day for a market access writer



# What do we look for in a market access writer?

- **Science background** – a PhD is an advantage but it is not mandatory
- **Enjoys writing** and has a talent for it
- Great **attention to detail**
- Able to **digest new information** rapidly
- Good **desktop research** skills
- Good **presentation** skills
- A '**can do**' attitude and is willing to have a go at new things
- Enjoys working with others as **part of a team**
- Understands the **product strategy** and can offer **ideas**
- Can **problem solve**
- **Stays calm** under pressure
- Able to work **flexibly**
- **Takes feedback** from others well

The ability to deliver what the client wants, on time and on budget!

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# Join us!

- We are always keen to receive interesting CVs!
- Please contact our HR manager if you have any questions or would like to drop us your CV
  - **Beverley Taylor**, [beverley.taylor@darwinhc.com](mailto:beverley.taylor@darwinhc.com)

**Andy Buckland**, *Scientific Advisor*

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**Communication is the Cure**

